



ETRO NY LABOR
COMMUNICATIONS
AWARDS FOR
WORK IN
2019

The only New York Area competition that recognizes excellence among labor journalists, photographers, graphic artists, designers and videographers.

We encourage you to submit work from traditional print AND online media. For many union members their only relationship with their union is online. We want to use this opportunity to acknowledge and celebrate the tremendous work of our members in the online media landscape.

- Judges are experts from the labor press, mainstream press and academia.
- The Metro New York Labor Communications Council is dedicated to recognizing, celebrating, and encouraging union publications and works in other labor media. Winning a Communications Award calls attention to your staff's talents and achievements in delivering labor's message.
- Associate Members, both individual and groups, are encouraged to enter the contest in appropriate categories.
- Individuals and their work will be recognized during this year's awards ceremony at Metro's annual convention on June 5, 2020. First place winners will also be honored in our annual journal.

Metro New York Labor Communications Council is Affiliated with the International Labor Communications Association, AFL-CIO

ENTRY DEADLINE
MARCH 13, 2020

ENTRY RULES AND FEES

MARY HEATON VORSE AWARD

A maximum of three entries may be submitted for an individual but there is no limit to the number of entries a publication can submit. Only one award will be presented. Fee: \$25 per entry. No circulation classes.

THE MATT DOHERTY & GWEN WELLS AWARD FOR EXCELLENCE IN BROADCAST MEDIA & COMMUNICATIONS

There is a limit of three entries in this category. Only one award will be presented. Fee: \$25 per entry.

GENERAL EXCELLENCE—PRINT (HARD COPY ONLY)

A publication may submit only one entry for General Excellence. The one entry is to consist of three (3) consecutive issues published between January 1 and December 31 of the contest year. Three (3) sets of the three (3) consecutive issues are required. Fee: \$25 for circulation Class A and \$35 for Class B.

GENERAL EXCELLENCE—WEBSITE

Website entries will be judged on current sites. Fee: \$25 for circulation Class A and \$35 for Class B.

SPECIAL PERFORMANCE CATEGORIES

A publication may submit a maximum of three (3) entries in each of the Special Performance categories. No entry may be submitted in more than one category. Fee: \$10 per entry. If three entries are submitted for Category 1, Best Feature, for example, Fee: \$30.

ALL ENTRIES must be submitted online, except for the categories listed directly below.

CIRCULATION CLASSES

CLASS A:

1 TO 25,000 - ENTRY FEE: \$25

CLASS B:

25,001 AND UP - ENTRY FEE: \$35

REMEMBER when signing up to choose your Class.

Metro contest is open to dues paying members only. If you need a membership form go to metrolabornyc.com.

Mary Heaton Vorse (1874-1966)

AN INNATE REBEL, Mary Heaton Vorse was a leading labor journalist whose eloquent prose informed and agitated millions of American readers. Again and again, she sensed where action would begin and covered all the major labor events in the first half of this century. She also wrote as a woman, mother, 1920s Greenwich Village intellectual and a peace and women's suffrage activist. Free of political dogma, and an unconventional thinker, Vorse didn't "fit" into the shifting political groupings of her day. Today, decades later, Vorse's articles, essays and fiction are being rediscovered.

—Paraphrased from *Rebel Pen* by Dee Garrison

AWARD CATEGORIES

THE MARY HEATON VORSE AWARD is given to an individual writer, photographer or graphic artist whose work touches our emotions and brings insight into others' lives by capturing the human side of an issue. The recipient must exemplify the spirit of labor journalist Mary Heaton Vorse. This award is given in memory of former president of Metro Marty Fishgold, for his lifelong dedication to labor journalism.

THE MATT DOHERTY & GWEN WELLS AWARD FOR EXCELLENCE IN BROADCAST MEDIA AND COMMUNICATIONS is named in memory of two long-time presidents of Metro – former *NY Teacher* and a founder of Metro, Matt Doherty, and Gwen Wells, who was an editor of *OPEIU News*. This award is designed to give recognition for TV, radio and internet broadcast. An entry may have been created to advance a specific organizing, contract or political campaign, or it may relate to another union goal, such as member education or disseminating labor history.

GENERAL EXCELLENCE – PRINT This award honors excellence in all facets of the publication – writing, layout, graphics, content, art and other journalistic elements. Judges will base decisions on three (3) consecutive issues, published between January 1 and December 31, 2019. **Please submit three (3) hard copies of each of the issues.**

GENERAL EXCELLENCE – WEBSITE This award honors excellence in all facets of a website including timely and relevant news, user interface and accessibility and the effective use of graphic, typographic, layout and structural elements.

SPECIAL PERFORMANCE CATEGORIES – ONLINE

Category 1: BEST WRITING recognizes quality and effectiveness in online writing, including blogs. Writing must be originally produced for online publication.

Category 2: BEST DESIGN honors the use of graphic and typographic elements and layout to convey a union's ethos while offering users easy access to meaningful content. This category will be judged on the home or index page. This category includes info graphics.

Category 3: BEST E-MAIL NEWSLETTER Breadth of coverage, pithy writing suitable for e-mail, and the use of design elements in support of content. Judges will base decisions on three (3) membership newsletters transmitted between January 1 and December 31, 2019.

Category 4: BEST SOCIAL MEDIA CAMPAIGN recognizes excellence in online projects that elicit participation and interaction. The campaign can use posts from any platform: text, Instagram, Facebook, Twitter. Each campaign should include 3 examples of social media used in the campaign. A maximum of 3 campaigns can be submitted.

Category 5: BEST TWEET recognizes the labor communicator who most successfully inspired, informed, mobilized, revolutionized, amused or pissed off the twitter community with one Tweet.

The Contest website is at contest.metrolabornyc.org.

Entries for General Excellence in print must be made by hard copy. Three (3) sets of three (3) consecutive issues are required, no exceptions.

(See last page for forms.)

Video submissions and entries for the Doherty-Wells award may be submitted as URLs (hosted or archived) or on CD or DVD.

When submitting video for Doherty-Wells entries on CD or DVD, please submit three (3) copies.

For general contest questions please contact:

Denise Shavers
miden@jps.net.

For specific questions about the contest website, contact:

Margarita Aguilar
metrolabornyc@gmail.com

SPECIAL PERFORMANCE CATEGORIES — PRINT

Category 6: BEST FEATURE WRITING recognizes feature stories that are told in a fresh or effective way.

Category 7: BEST NEWS WRITING honors excellence in news stories and recognizes quality, in-depth reporting and analysis.

Category 8: BEST PHOTOGRAPH awards photographs that present the union's story in a different way, not in the usual V-is-for-Victory cliches or headshots. The photo must be original to the publication and must be taken by a union member, staff member or an outside photographer hired expressly for the publication.

Category 9: BEST GRAPHIC DESIGN honors imaginative use of typography, art, photos, cartoons and layout in conveying a message. Entries may include layouts for a front page or articles that span a single or multiple pages.

Category 10: BEST HEADLINE honors headlines that are pithy, compelling and relevant. This category is judged across classes.

Category 11: BEST OP/ED COLUMN honors excellence in opinion/editorials and non-reportorial columns on important issues facing unions and their members. Submissions will be characterized by acuity of analysis, persuasiveness and relative absence of stale rhetoric.

Category 12: BEST ORIGINAL ARTWORK awards imaginative and gripping creative work. Artwork must be original to the publication. Original composites containing recycled elements will be considered.

Category 13: UNIQUE PERFORMANCE recognizes unconventional and innovative approaches to a subject. This entry could be a series, an unexpected take on a common issue, a pull-out section or supplement. In short, it involves anything that eludes categorization.

SPECIAL PERFORMANCE CATEGORY – VIDEO

Category 14: BEST VIDEO looks for work that conveys a union's message in a fresh and effective way.

SPECIAL PERFORMANCE CATEGORIES

Category 15: Best Work by a Member recognizes rank-and-file member contributions in making their union's communications better. Member contributions such as artwork, a photograph, or a print or online article are welcome.

Category 16: Best Writing By a Young Communicator This category recognizes the work of Metro members under the age of 35. Eligible submissions include features, news stories or blog posts that have appeared in digital or traditional media.

Category 17: Best Non-English Member Communications This award recognizes excellence in content directed to non-English language speakers. Submissions may include, news and feature writing, social media graphics, flyers, handbills and blog posts.

**AWARDS WILL BE
PRESENTED AT
METRO'S ANNUAL
CONVENTION.**

**FRIDAY
JUNE 5, 2020**

Make check payable to:
Metro New York Labor
Communications Council.
Send check and invoice to:
Awards Committee
Metro New York Labor
Communications Council
c/o Denise Shavers
105 Duane St. #16C
New York, NY 10007

With the exception of the
General Excellence
submissions,
the same material may not
be submitted for more
than one award.

USING CONTEST WEBSITE – contest.metrolabornyc.org

GETTING STARTED

To submit entries, you first need a contestant account. Click on “Create an Account.”

Only one (1) username per union/organization. You must create a new account every year.

CREATING AN ACCOUNT

- Click on “Create an Account”
- Fill out the form
- Your account will be confirmed within 24 hours

COMPLETION

When you have submitted all your entries as described in these instructions, click on “My Invoice” on the right-hand side of the screen. This will display a printable copy of your invoice.

Please print out a copy and enclose it with your check.

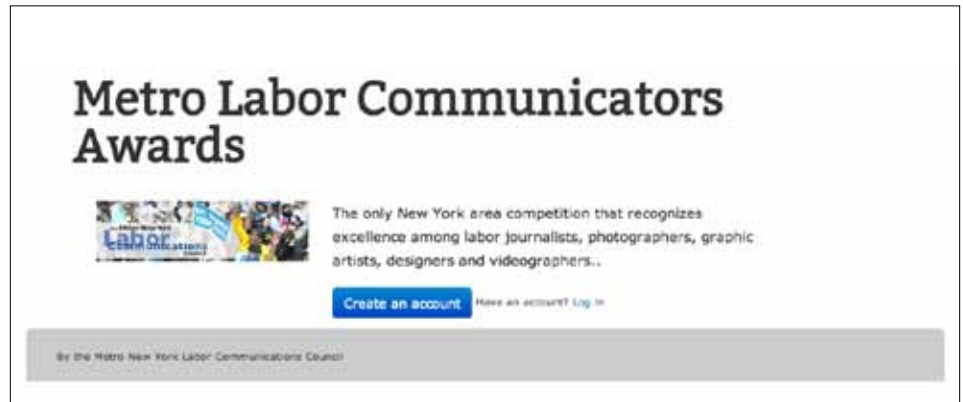
Please mail check and copy of invoice to:

Awards Committee
Metro New York Labor
Communications Council
c/o Denise Shavers
105 Duane St #16C
New York, NY 10007

THE DEADLINE

Online entries must be submitted by Friday, March 13.

Disks for audio and video entries and General Excellence hard copies should be postmarked no later than Wednesday, March 11.

The screenshot shows the "New account" registration form on the website. The form is titled "New account" and has a breadcrumb "Home > Users". On the right side, there are links for "CONTESTANT & JUDGES", "Submit an entry", "My Submissions", and "My Invoice". The form contains several input fields: "Username", "Email", "Password", "Password confirmation", and "Requested organizations". Below these is the "Organization Class" section with two radio button options: "Organizations with 1 to 25,000 members" and "Organizations with 25,001 members and up". A red arrow points to the second option with the text "Be sure to choose your class." Below this is the "Personal information" section with fields for "First name", "Last name", "Address", and "Phone". At the bottom, there is a section "Select the type of account you wish to create" with two radio button options: "Contestant" and "Judge". A "Submit" button and a "Cancel" button are at the very bottom of the form.

Only one (1) username and password per union. Please include your union name within your username.

CHOOSING AN AWARD CATEGORY

Click on “Submit an Entry” in the right-hand column. This will bring up the top menu for submissions. This menu lists the general contest categories. Clicking on a category takes you to the next menu where you can choose a specific award. This process can take anywhere from one click to several.

SUBMITTING AN ENTRY

Confirm your union or organization on the entry screen, enter any required additional information, and either upload file(s) or enter URL(s) where material is to be found. In certain categories, notably audio and video, it is also possible to submit physical media.

If you are submitting multiple entries for an award, you will have to go through this process for each entry, starting with choosing the award category.

ENTRY FORMS

Photocopy and attach one label to each entry.

*Member refers to union or institution name

MATT DOHERTY & GWEN WELLS AWARD Member _____ CIRCULATION CLASS <input type="checkbox"/>	MATT DOHERTY & GWEN WELLS AWARD Member _____ CIRCULATION CLASS <input type="checkbox"/>	MATT DOHERTY & GWEN WELLS AWARD Member _____ CIRCULATION CLASS <input type="checkbox"/>
General Excellence-Print Member _____ CIRCULATION CLASS <input type="checkbox"/>	General Excellence-Print Member _____ CIRCULATION CLASS <input type="checkbox"/>	General Excellence-Print Member _____ CIRCULATION CLASS <input type="checkbox"/>
General Excellence-Print Member _____ CIRCULATION CLASS <input type="checkbox"/>	General Excellence-Print Member _____ CIRCULATION CLASS <input type="checkbox"/>	General Excellence-Print Member _____ CIRCULATION CLASS <input type="checkbox"/>
Best Video Member _____ CIRCULATION CLASS <input type="checkbox"/>	Best Video Member _____ CIRCULATION CLASS <input type="checkbox"/>	Best Video Member _____ CIRCULATION CLASS <input type="checkbox"/>

These submissions should be sent to:

Awards Committee
Metro New York Labor Communications Council
c/o Denise Shavers
105 Duane Street, #16C
New York, NY 10007